

EMPLOYMENT OPPORTUNITIES

4/25/18

Put your passion for the desert to work! To apply for an open position, please forward resume and letter of interest to hr@dbg.org, fax to: 480 481.8173, or mail to:

Human Resources

Desert Botanical Garden
1201 N. Galvin Parkway
Phoenix, AZ 85008

Membership Manager

Full-time.

Manages all aspects of membership marketing, sales, and fulfillment for the Garden, works closely with the Assistant Director of Development on pricing structure, demographics, and design of membership recruitment campaigns and develops strategies to build member relations for long-term donor support.

Responsibilities include:

Planning

- Research and recommend financial and program goals for the membership program
- Research and develop an annual membership plan designed to maximize staff and volunteer resources via training and fulfill the Garden's potential with acquisition, renewals, upgrades and member engagement
- Develop and maintain data-driven projections and strategic five-year membership growth plan with key Garden staff

Analytics

- Track, analyze and report membership metrics -- by geography, source of membership, length of affiliation, and renewal rates. Conduct member research to document member behaviors and preferences, including benefit utilization
- Analyze the Garden's market and audience research studies, as well as relevant regional studies, to identify demographics, test market segments and messages most likely to attract visits member enrollment
- Prepare weekly and monthly budget-to-actual revenue reports for Garden leadership team

Membership Acquisition

- Lead concept development, testing, production and execution of direct mail and digital membership acquisition campaigns in coordination with the Garden's marketing department and/or external vendors
- Develop and coordinate multi-channel membership sales campaigns through on-site, direct mail, special events, email, and social media
- Coordinate membership marketing activities with the Garden's marketing department to maximize results and enhance the Garden's brand

- Partner with Guest Services department and Member Services Coordinator to deliver coordinated and welcoming customer service and membership sales opportunities and results at the Garden's entry, including the Member Check-in Window and Membership Kiosk
- Develop and oversee the training program for seasonal membership services staff, volunteers and guest services staff to increase on-site membership sales

Membership Administration

- Benchmark and manage membership benefits program
- Manage membership procedures to ensure consistency and high quality customer service for members
- Serve as department lead in management decisions about membership pricing as part of the Garden's overall pricing structure
- Prepare annual membership income projections and expense budget and monitor monthly results against budget
- Coordinate list trades with local cultural organizations
- Coordinate the Garden's membership in the American Horticulture Society (Reciprocal Admissions Program)
- Participate on selected Garden committees
- Manage the list trades and reporting for Garden segments in TRG's cultural database
- Recruit and manage outside experts to advance the membership program

Member Retention and Engagement

- Develop marketing messages and strategies to increase renewal rates and membership sales
- Create and coordinate the implementation of all membership retention and engagement strategies
- Coordinate all aspects of the membership renewal program for email, direct mail and telemarketing
- Partner with Development Database and Operations Manage to ensure timely membership processing and membership card fulfilment
- Work with Assistant Director of Development to design membership acknowledgement and fulfillment programs
- Collaborate with colleagues Garden wide to develop and deliver special insider information and events for members, such as Members-Only Plant Sale days and special exhibit previews
- Develop and execute a mission-focused member engagement program
- Provide a membership communications calendar to marketing department and recommend messages to members and potential members through letters, e-mail alerts and newsletters from the Garden to promote sales, renewals and engagement
- Collaborate with the Development Operations team to refine and monitor customer service practices serving members

Donor Development

- Coordinate staff and volunteer training programs as well as communications, cultivation and solicitation efforts with members by collaborating with the Individual Giving team to encourage members to upgrade and increase their giving

Management

- Recruit, mentor, motivate and evaluate the Member Services Coordinator who oversees onsite member services and sales
- Support the Member Services Coordinator in recruiting, training and supervising seasonal Member Services Associates as well as volunteer Envoys

Requirements include:

1. College degree in business, marketing, or related non-profit work
2. Minimum of five years' experience in a multi-faceted, customer-based arts & culture or destination/hospitality environment
3. A minimum of one year of supervisory experience
4. Proven track record with multi-channel direct marketing campaigns
5. High level of self-direction, self-motivation, setting priorities, reaching goals, evaluating and reporting results, and handling multiple tasks or projects with varying deadlines
6. Proven track record with target market analysis, planning and sales
7. Strong leadership and ability to lead and collaborate with teams
8. Excellent customer service skills
9. Excellent communication skills, oral and written
10. Proficiency in Microsoft Word, Excel, Power Point, and database management
11. Experience with Membership Marketing or Development in a non-profit environment preferred
12. Experience with Constant Contact, audience surveys and proficiency with Raiser's Edge software preferred

The Desert Botanical Garden is an Equal Opportunity Employer and considers all applicants without regard to race, religion, color, sex, gender identity and/or expression, sexual orientation, marital or parental status, age, national origin, veteran status, disability, or any other status protected by law.

The Garden fosters and supports workplace diversity, equity and inclusion to honor the unique perspectives, experiences and contributions of all, to celebrate successes, and to cultivate individual and institutional excellence.

The benefits of regular employment at the Desert Botanical Garden include a stunning environment, competitive benefits package, complimentary family membership, employee cultural exchange, wellness initiatives and discounts.